From: Steen, Lauren E. on Sat, Apr 27, 1996 7:48 PM
Subject: RYG Info
To: Rafferty, Shelby

Hi. Smart move to try to get your RYG out over the weekend, no doubt Monday will be crazy as usual. I'm not really in the writing mood so I've just made notes for each subject. Guess my mind is somewhat off for the weekend! Never quite know what's the difference between yellow and green...maybe you can explain it to me. Would be happy to elaborate on anything if you need more info -- we can do an edit on Monday AM. See you.

RED
• MENTHOL
1. Grow the Green Field Visit
-- scheduled for May 14,15 (suggested to start on Tuesday so that participants do not need to fly out on Sunday PM)
-- Draft of letter to SAL for review 4/29. Must go out ASAP in order to work logistics and assign teams
-- Dave Geary, Region I Merchandising coordinating on behalf of Doug's group
-- Doug Nelson has already informed SSD's (see forwarded e-mail)

YELLOW
• EVENTS
1. Menthol Launch Parties
-- Met with Legal and Trade Mktg to review discounted ($1 pack) pack sales. Have received ok to move ahead from Jacquie Gilbert but it was suggested that we review with Ellen Merlo's group as well.

• 1997 CREATIVE
1. Need to start thinking about 1997 creative and shoot timing.

GREEEN
• BIBLE PRESENTATION
Will have on hand an assortment of...
1. Menthol advertising, out of home and promotional/merchandising materials
2. New Blue advertising and out of home
3. Blue direct mail, including samples of May continuity items

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4. Packings board featuring new (vs. old) family line up

• MENTHOL

1. Menthol Shipments:

-- 63.6 million units shipped as of 4/26 DMR

-- daily shipments seem to be levelling off between 1-3 milion units

2. Menthol Sell-In

-- B1G1F kits to retail as of 4/29

-- POS materials shipping out of PMX for delivery to retail 4/29

-- sightings around NYC include 100 Park, West Side, Greenwich Village

3. Advertising

-- First insertions dropping in May books and May 6 weeklies. Out of home breaks May 1.

4. Research Follow Up

-- have forwarded samples of key promotion and POS In-Store Audit materials to Full Line Research for use as training materials

• RETAIL

1. May Carton Insert

- Patty Egan saw firsthand our inserts being done at PreCon during her visit on 4/17. I-Cartons should be arriving at retail in early May.

2. May Blue Pack Outsert

-- "What People Are Saying Behind Our Pack" outserts should be arriving to retail in early May. Everything set to go on the BB lighter offer.

3. August 1-pack with Lighter:

- No comments back from RVP meeting; proceeding ahead with 50/50 B/G split, 1.2MM deals.

-- hologram artwork approved 4/26.

-- Sell card line art to TPN 4/26.

-- Reviewed Y&R packaging and POS creative with Roy 4/26. Comments back to Y&R on Monday and then we'll move ahead ASAP to complete packaging A&K. Incorporating a name gen panel on Menthol package to take advantage of opportunity to learn more about who is buying our product.

-- POS materials due to Madden 5/6. Working on a gravity feed unit, similar to the B1G1F and 50¢-off Menthol promotions. Given tight timing, may not be able to incorporate some of the features of the Winston display we looked at, but will try to incorporate design elements into November display unit.

4. November Incentive with 3-Pack:

-- have moved away from VIP/telephone card idea due to logistics and

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exposure issues, as well as the fact that free-time card becoming commonplace

-- investigating possibility of creating Party Zone CD compilation, featuring fun and popular beach/party hits. GMR investigating quantities for both PZ and retail use but initial costs look good -- $2.25 for 30,000 so an even better deal on retail qtys!

5. July 28 FSI:

-- 10 markets in Region I, 14.8 million circ

-- creative brief issued to Y&R; preliminary comps due for review May 1

-- suggest varying coupon values by market, based on respective strength of Blue in that area -- need to review with SAL prior to moving ahead

6. C-Store Program:

-- May 15 data finishes up our 3-month post-tracking of share in C-stores where signage placed. MSA should be able to provide share change information in early June, from which we'll prepare a program analysis.

• DIRECT MAIL

1. May Defensive #2: Roller Luggage/Travel Clock Coupon & Continuity:

-- Drop date scheduled May 31

-- Roller luggage and clocks shipments arriving to CRI

-- Final comments on revised story to Draft 4/26; proceeding to mechanical.

-- Final comments on revised layout due from legal, fulfillment, etc. on Monday 4/29; mechanical production begins early this week.

2. June Offensive #1: Mini Boom Box

-- LBCo. scoring universe of names, including PM and non-PM responders to Parliament programs, and non-PM responders with Pariament in their history. Additionally, scoring by age break (21-34, 35-44, 45+) and by Party Zone response so that we can determine if we want to go deeper into any one of these groups to supplement the most efficient (highly scored) deciles. Circ of 200M still TBD based on scoring counts.

-- Mini boom box in production, with first shipments to CRI early June.

3. July Defensive #3:

-- Drop date pushed back to August given late drop on #2

4. October Defensvie #4:

-- Initial comps on day planner reviewed 4/23. Draft currently pricing in increments of 5M. Per unit price will drive UPC value and there is some concern that coming off the (May) luggage offer, it may be difficult to value day planner at 200 UPC's given that the perceived value of roller luggage is probably alot higher than this sort of item. Currently looking

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for companion offer, investigating desk accessories (note pads through mini picture frames), keepsake boxes, pen/pencil sets, companion address books, etc. Will present to Roy and SAL once costing is in and companion options selected.

5. June Menthol w/ Sweeps:

-- Drop date June 24

-- Sweeps awarded to Don Jagoda. First draft of rules in to legal for review.

-- Revised comp due to Brand for review 4/30.

• EVENTS

1. Menthol Launch Parties

-- received legal/trademark clearance to use "Green Zone" on caps and lighting

-- training sessions scheduled May 6,7,8 in Boston, Philly and NY

-- Parties scheduled for weekends of May 10 and May 17. Bar nights kickoff on the Thursday before; Flagship Club events scheduled for Saturday nights

2. Summer Party Zone

-- GMR preparing final schedules. Events kick-off the weekend of May 24 in Cape Cod, Fire Island, the Hamptons, and Jersey shores. Book now for key weekends!

-- New advertising recommendations in from both Y&R and GMR. Decision will be made this week, along with the issuance of Material close date schedules. (first close May 9)

2. Still continuing to investigate newsletter idea. Have asked LBCo to forward any learnings on Rapid Response in order to determine value vs. newsletter format.

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